



INDUSTRY CIRCULAR

DEPARTMENT OF
THE TREASURY

Bureau of Alcohol, Tobacco and Firearms

Washington, D.C. 20226

Number: 76-7

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ALCOHOLIC BEVERAGE ADVERTISING IN AIRLINE INFLIGHT, HOTEL INROOM MAGAZINES AND SIMILAR PUBLICATIONS

Proprietors of Distilled Spirits Plants, Bonded Wine Cellars, Taxpaid
Wine Bottling Houses; Brewers, Importers, Wholesale Malt Liquor
Dealers and Others Concerned:

The purpose of this circular is to set forth the Bureau's position
regarding alcoholic beverage advertising in complimentary magazines.

The Bureau has received inquiries regarding its position on industry
members placing advertising in complimentary magazines such as those
provided to the public by airlines and hotels serving alcoholic beverages.

The Bureau will not object to advertising in such magazines as long
as:

- (1) The retailer (airline, hotel, etc.) receives no compensation or
credit, directly or indirectly from the placement of such advertise-
ments or toward the purchase of the publication due to soliciting
industry member advertising.
- (2) The advertisement does not contain laudatory or conspicuous
references to the airline, hotel, etc., or contain illustrations
depicting the airline, hotel, etc.

The above does not apply to those magazines actually published by
the retailer. It applies only to publications of an independent pub-
lishing house having no other connection with the retailer except through
the purchase of the publication.

Rex D. Davis

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Director